

**National Highway Traffic Safety Administration**  
**“Drive Sober or Get Pulled Over”**  
**Labor Day and Holiday 2016 Media Buy Summary**

**SUMMARY**

The “Drive Sober or Get Pulled Over” Labor Day Enforcement media campaign runs over a 16-day period. Flight dates are: Wednesday, August 17 - 21, August 24 - 28, and August 31 - September 5. The Holiday Enforcement media campaign runs over a 15-day period. Flight dates are: December 14 - 18, December 21 - 25, and December 28 - January 1. A combination of television, radio, and digital media is being used to reach our target audience.

Total value of this buy is \$21,300,000. Below is a complete summary of all of the media being used.

**TELEVISION**

Television will focus on key cable networks that enjoy a high composition of men 21-34 years old with key networks such as Adult Swim and TBS from Turner and Comedy Central and MTV from Viacom. Additionally, we will use smaller vertical networks that have been created to reach the Millennial audience, such as Fuse and Revolt.

The television effort will be sure for both campaigns, however, during the Holiday campaign sports will play a bigger part. During this campaign, the NFL and NCAA basketball reach the target audiences very well and budget will be allocated towards this.

The Spanish language plans will focus on broadcast television and will use the major Spanish language networks Univision and Telemundo.

**Adult Swim**

Adult Swim is the top-performing network to reach young men. Adult Swim is the highest ranked network against men 18-34, enjoys a high index against the Discontented Blue Collar, Middle Class Risk-Takers, Inexperienced Social Drinkers and Responsible Drinkers. The reach potential for the primary target audience of Discontented Blue Collar is the highest of all major cable networks.

The plan for Labor Day will deliver over 9.5 million men 18-34 impressions and the smaller Holiday plan will deliver just shy of 6.1 million impressions.

The Turner networks of Adult Swim and Tru TV will be combined together to achieve a very efficient and competitive men 18-34 CPM that remains in the mid \$30 range.

### CBS Sports

The plan on CBS will use NCAA basketball games, NFL games and NFL shoulder programming.

A relatively small budget on CBS sports programming will generate just shy of 21 men 18-34 GRPs, or 7.1 million impressions.

This plan includes an in-game spot in a NFL regional game (different games across the country) and an in-game spot in a national game (the same game across the country) that together deliver over half of the total GRPs the plan will deliver.

### Comedy Central

Comedy Central was looking for a large, double digit, increase in CPM. NHTSA is now at just a 1% increase over last year's plan. This network will deliver 8.1 million men 18-34 impressions across the flight.

As added-value Comedy Central will team up with NHTSA to bring Comedy's favorite films to their fans as they experience the ultimate screening party.

Through custom hosted interstitials and on-air promos Comedy Central will drive awareness of the "Drive Sober" message. Campaign brand points will be seamlessly integrated into the interstitial wraps throughout the movie, while a panel of up-and-coming comedians and social influencers add hilarious commentary themed back to the film.

Elements will include –

- 2-3 minutes of interstitials including NHTSA brand messaging integration
- 10x :10 custom promos
- 10x :15 integrated promos ("brought to you by" NHTSA message)
- 2 billboards

### Discovery Communications

The majority of the buy will be with Discovery and will include the very high performing program Motor Mondays. Due to the large audience this program enjoys we recommend running out of the Wednesday – Sunday flight to take advantage of it. The first Monday NHTSA will use this program will be Monday August 22<sup>nd</sup>.

The plan on Discovery will deliver over 21.8 million targeted impressions at a very efficient CPM of less than \$20.

### ESPN College Football

ESPN will begin the 2016 College Football season with a marquee slate of games featuring top teams going head to head.

This is a multi-platform plan including –

- ESPN
- ESPN2
- ESPNU
- SEC Network
- ESPN Digital
- ESPN Deportes TV
- ESPN Deportes Radio
- ESPN Deportes Digital

### NHTSA Television Integrations - ESPN

- Presenting sponsorship of the 9/4 ABC Primetime Game (Notre Dame Vs. Texas)
- Opening weekend studio cut-ins across games on ABC, ESPN, ESPN2 and ESPNU (minimum 8x)
- Content integrations within College Football studio shows on 9/4 and 9/5 (minimum of 2x)

The total linear plan on ESPN networks will deliver guaranteed impressions of just about 27 million at a CPM about 2.5% less than 2015 in this tight scatter market.

We have also worked out the Holiday campaign plan on the ESPN networks to take advantage of registering a budget early before the sports-heavy 4<sup>th</sup> quarter inventory got tight.

Programming on ESPN will include the NBA Holiday game that will include repeats on ESPN2. Along with this high profile game NHTSA will run on SportsCenter that will include repeats on ESPN and include the streaming audience, as well.

Programming on ESPN2 will include NBA regular season games as well as studio programming such as Mike & Mike, SportsCenter. First Take and Outside the Lines.

ESPNU will have NHTSA running on college football games and studio programming, as well as a heavy run-of-station schedule. This ESPN networks plan will deliver a guaranteed 10.5 million impression during the Holiday campaign.

#### NHTSA Television Integrations – SEC Network “Best Opening Weekend” Feature

- Content: A look at the mega schedule of games throughout opening weekend
- Features air 1x per show
  - The Paul Finebaum Show (3x)
  - SEC Now (3x)
- NHTSA logo on graphic with “Best Opening Weekend” in text
- Talent audio mention i.e., “Let’s take a look at this crazy opening weekend schedule, brought to you by the National Highway Traffic Safety Administration”

The linear plan on this network will deliver about 9 million impressions at a very competitive CPM of just under \$21.

#### NHTSA on ESPN.com

- Opening Weekend Game Previews
  - ESPN.com will preview specific opening weekend games and a big story on the biggest games of the weekend
  - Flight 8/29 – 9/5
- Opening Weekend Heather Dinich Story

- ESPN's college football expert Heather Dinich will be attending all of the biggest in Texas and will do one story heading into the weekend, and one story reviewing the weekend
- 8/29-9/5
- Opening Weekend Roadmap Video
  - ESPN.com will take fans through the entire opening weekend of games and give fans all they need to know with the Opening Weekend Roadmap video
  - Flight 8/29-9/5
- College Football Homepage Takeovers on 8/17 & 8/24

NHTSA will run the following ad units during this opening weekend coverage

-

- 320x50 mobile leaderboard
- 728x90 leaderboard
- 300x250 medium rectangle
- Custom 1280x100 and 970x66 to be created by ESPN using NHTSA assets

In addition to the activity focused on the opening weekend of college football NHTSA will also run display and video throughout the 16-day flight of the Labor Day campaign.

This plan will deliver 25 million impressions during the flight.

The Spanish language effort for this plan will focus on ESPN Deportes TV, radio and digital.

The small budget television plan on ESPN Deportes will deliver a large number of spots and over 1.8 million impressions to Hispanic men 18-34 years old. Programming includes soccer, boxing, MLB and SportsCenter.

The Deportes radio plan will generate 109 GRPs over the 16-day flight, or 9.4 million impressions, and include coverage of CONCACAF Champions League soccer, Major League soccer and Major League Baseball Sunday night games that will include live :10 mentions by the sportcasters.

The digital plan ESPN Deportes will generate over 3.5 million impressions and include video, display and App placements. Also, NHTSA will have frontpage

takeovers on 8/21 and 8/28 as well as takeovers on the Baseball section on the same dates.

This multi-platform plan with ESPN properties delivers men 18-34 efficiently and gives NHTSA prominent exposure during the opening weekend of college football with a major added-value with the “Best Opening Weekend” feature by including the Holiday campaign in the negotiations.

### Fox Sports

The plan on Fox Sports will be entirely in NFL games and NFL shoulder programs.

This plan includes two in-game spots with one running in the national Game of the Week on Christmas Eve.

Through the use of two :15 units in the NFL games the CPM is down from the CPM from the 2015 plan.

### Fox Sports 1/Fox Sports 2

The plans on Fox Sports 1 & 2 will focus on Ultimate Fighting Championships (UFC), college football and soccer. UFC audience composition is heavy for men 18-34 years old while we see soccer having a high index against the highest at risk audience of “Discontented Blue Collar” young men.

The plans on Fox Sports 1 & 2 will deliver over 2.9 million impressions with a CPM up just 3% from last year.

### Fuse

This small budget plan (\$29,750) will give NHTSA a large number of spots to help increase overall frequency.

Fuse is a cable network dedicated largely to music and features original series and specials, interviews, live concerts and blocks of music videos. Fuse is available in over 71 million households.

### FX

FX is a top network for reaching men 18-34 and is ranked in the top 10 (6<sup>th</sup> place) of all major networks.

Scatter inventory has been very tight in the entire market, and especially tight for FX. Even with this tight market the Labor Day plan increase is just 8% over last year's plan, and just 5% over for the Holiday plan YOY.

The market has reported seeing low to mid teen increases on CPMs.

The Labor Day plan will deliver 9.5 million targeted impressions and the Holiday plan just shy of 4 million impressions.

### FXX

FXX, a sister network to FX and part of Fox Cable Networks was created a few years ago to specifically target Millennials.

The Labor Day plan of FXX will deliver over 5.6 million men 18-34 impressions and include the animated program The Simpsons that performs so well against young men.

The CPM increase for the Labor Day plan is just 4%.

The Holiday plan on FXX is much smaller, but will still delivery nearly 1.5 million targeted impressions and include a heavy presence on The Simpsons.

### History Channel

The NHTSA message will run on top rated network programming such as "American Pickers" and "Ice Road Truckers". Against this older target the plan on The History Channel will deliver nearly 11.4 million impressions over the flight at a CPM level with last year.

### MLB Network/NFL Network

These networks dedicated to these two major sports perform well against men 18-34 and offer NHTSA the lowest sports programming CPMs of all of the sports inventory to be used in the Labor Day and Holiday plans.

These networks combined will generate about 4.5 million men 18-34 impressions.

### MTV2

We originally looked at using MTV and MTV2 but have decided to go with just MTV2. The plan with MTV was just too inefficient, and with the tight scatter

market could not get the plan to a level we could accept. The positive here is the MTV2 has a much higher male composition, and therefore has come in at a much more efficient level.

The MTV2 plan will generate 6.7 million men 18-34 impressions with a CPM that is under \$30.

### Programmatic Television Buying

Programmatic buying of television simply means that inventory is being bought on an automated basis. The advantages of programmatic buying are:

- Robust targeting – Men 21-34 who drink alcohol (Based on credit card data)
- Programming centered – will find key program(s) to reach men 21-34 from networks that as a whole do not reach men 18-34 efficiently but do have a key program or two that do reach men 18-34 efficiently

The programmatic buy is at a CPM level that is competitive with other networks on the buy and will deliver over 8.2 million very targeted impressions.

### Revolt

The program on Revolt will include linear television, virtual reality interstitial and social posts.

The linear portion of the plans for the Labor Day and Holiday plans will deliver the following impression levels.

Labor Day – 2,781,000 impressions

Holiday - 2,789 impression

For the Interstitial portion of the plan NHTSA will again team up with Revolt by literally putting young men in the driver's seat as they find out first hand how dangerous drinking and driving can be. While these Millennials will be in the safety of a simulated experience, the virtual reality viewing will keep it true-to-life and drive the point home for Millennials who are actually out partying but still need to get home safe.

NHTSA will hit the streets of both Chicago and Miami to capture consumers' authentic reactions to a virtual reality simulated car crash video that

emphasizes the dangers of drinking and driving. The on-site Revolt host will spark the dialogue with consumers as soon as they get out of the seat and encourage them to share what they have learned. Taking place specifically at Revolt's Lollapalooza Kick-Off party and Art Basel Activation respectively.

The Interstitial plan will deliver impressions by campaign as follows –

Labor Day - 730,000

Holiday – 730,000

The social activation for both plans will include –

Facebook Posts – 5

Twitter Posts @RevoltTV – 10

Instagram Posts evolttv – 2

Twitter Posts REVOLT

Host @lawkjackson – 2

Host @Hannahrad – 2

Host @TheRealDJDAMAGE – 2

Twitter Posts @iamdiddy – 1

Twitter Posts @TBDinfluencer – 6

These posts, to be run during each campaign, will deliver over 19.3 million impressions.

### Samba TV

The recommendation is for the syncing of television with 2<sup>nd</sup> and 3<sup>rd</sup> screens (smartphones & tablets).

According to eMarketer's first forecast of simultaneous media usage, this year, 182.9 million Americans will use the internet while watching TV at least once a month. While Americans' attention is increasingly divided among an ever-expanding array of internet connected devices the number of people multitasking while watching television continues to rise.

Smartphones are the device of choice for multitaskers as detailed in the chart below:

<b>US Simultaneous Internet and TV User Penetration (% of internet users)</b>			
<b>Devices</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Smartphone internet and TV Users	60.5%	68.0%	74.1%
Desktop/Laptop internet and TV Users	51.4%	52.1%	52.4%
Tablet and TV Users	28.7%	30.9%	33.0%

Source: eMarketer, May 2016

In order to take advantage of simultaneous viewing a digital tactic will be used that will sync with the broadcast plan by sending the video ad to smart phones. Most Millennials multi-task while watching television, and when the commercial break begins the use of 2<sup>nd</sup> and 3<sup>rd</sup> screens (Smartphone & tablets) goes up. By syncing with the content on the television screen a digital ad (video or display) will be sent to a registered 2<sup>nd</sup> or 3<sup>rd</sup> screen in the same household increasing the opportunity of ad exposure. Here's how this will work –

Through technology imbedded by the manufacturer in the television set that technology will recognize any content that appears on the screen including linear TV, OTT, commercials, movies, video games, live and time-shifted. So for example, should the technology in the TV set recognize that programs such as The Walking Dead, Family Guy or the Simpsons is on screen a video or display ad will be sent to the registered users' smartphone or tablet.

This tactic will apply to “cord-cutters” as well by recognizing connected TV programming on Roku, Amazon Prime, Hulu and the like.

We are recommending running a small test to gage how this new way of targeting young men performs. This plan will run impressions as follows –

Men 18-34 viewers of key programing such as sports (NFL, college football, SportsCenter, etc. – 1,296,296 impressions

Men 18-34 OTT/Cord Cutters – 517,241 impressions

TBS

The Labor Day plan on TBS will deliver nearly 12 million targeted impressions due to the efficiency of the plan which is also delivering a CPM 20% lower than one year ago.

The Holiday plan will deliver over 7.5 million impressions with just a 3% increase in the CPM.

### Telemundo

Telemundo, a NBC Universal property, is the other major Spanish language network, along with Univision networks, on the NHTSA “Drive Sober” plan.

The Telemundo plans for the Labor Day and Holiday will run throughout the broadcast day and include Early Morning, Prime, Late Fringe, News and Sports dayparts.

This plan will also include a customized segment in Titulares y Mas (sports programming) as well as more standard segments in the early morning program Un Nuevo Dia. The customized segment will have the program talent creating a skit to promote the “Drive Sober” message.

The Labor Day plan will generate 3 million Hispanic men 18-34 impressions and 1.2 million Hispanic men 18-34 impressions for the Holiday plan.

### TruTV

The recommendations for TruTV cover the Labor Day and Holiday plans.

The Labor Day plan will deliver just shy of 3 million men 18-34 impressions using mostly prime time programming. The CPM increase from one year ago is just +2%. For the Holiday campaign TruTV will deliver just over 6.1 million men 18-34 impressions with a CPM that is down 3% from one year ago.

TruTV, a Turner network, is usually bought in combination with Adult Swim, but negotiations are continuing with Adult Swim and next round of negotiations should be completed soon.

### Turner Sports

The plan on Turner Sports will use NBA games on TNT and also use the NBA TV network.

With TNT NHTSA will run in-game 3x and this will deliver over half of the total impressions of 2.7 million.

The remaining programming will be NBA shoulder programming.

With NBA TV NHTSA will run across the broadcast day including in-game positions in regular season games. NHTSA will also receive the "On the Road" sports news feature that discusses teams heading "on the road" to play away. NHTSA will have sponsor title and call outs from the on-air news casters.

Turner Sports provides efficient overall delivery of sports programming that helps to bring the overall sports buys from all networks into more efficient territory.

### Twentieth Television

Twentieth Television is a supplier of programming that is sold in syndication to local television stations. When stations throughout the country buy syndicated programming that runs during the NHTSA flight will have the "Drive Sober" spot embedded in it. We target those programs, American Dad, Cleveland Show, King of the Hill, etc. which perform particularly well against the young male target. We no longer turn to Fox Broadcasting, the network that carries these programs as original programming, due to the very high CPM and inefficient delivery. By using syndication, we reach viewers of these key programs at far lower, and competitive CPMs.

The Labor Day plan on Twentieth Television will deliver just over 9.9 million men 18-34 impressions at a very competitive CPM.

### Univision Networks

The Labor Day and Holiday plans will use Univision, Unimas and Univision Deportes.

These Spanish language networks will deliver over 4.3 million Hispanic men 18-34 impressions for the Labor Day campaign and over 3.2 million Hispanic men 18-34 impressions for the Holiday campaign.

By working with Telemundo, and not committing all dollars to Univision, networks as a whole are down over 35% for the Labor Day campaign.

## USA

The plan on USA is mostly used for the WWE program Raw that performs so well for several of the “Drive Sober” target audiences, but performs especially well against the primary audience of “Discontented Blue-Collar”.

This plan will deliver nearly 7.9 million impressions with this highly targeted programming. The CPM is flat to last year.

## RADIO

The radio plans, due to their efficiency, will deliver a large number of targeted GRPs increasing overall reach, as well as, reach at the 8+ effective frequency level. This level of activity on radio will also drive up frequency. With the larger networks, such as Westwood One and Premiere, NHTSA will engage with top personalities via live reads and social outreach via their social networks.

The radio plan for Labor Day plan will use English, as well as, Spanish language networks to reach NHTSA’s young male target. The total radio budget will represent just about 14% of the total paid media budget.

## **GENERAL MARKET**

### Westwood One

The plan on Westwood One will deliver over 141 million targeted impressions and 374 M18-34 GRPs over the 16-day flight. This equates to a 54% reach with a 6.9 frequency.

This radio plan will use a number of Westwood One networks, programs and personalities that include:

- CBS Sports
- NBC Sports
- Free Beer & Hot Wings
- NCAA Football
- NFL Pre-Season
- Country Countdown
- Nash Nights
- Whitney Allen
- Rick & Bubba
- Bob & Tom Show

- Matt Pinfield
- Zach Sang
- Carson Daly

Added-value elements will include the three (4-hour music) special music programs and will air on stations across the country on Labor Day weekend. These music specials cover 3 formats – Country, Rock & CHR.

The Country format will include acts such as: Georgia Florida Line, Keith Urban, Jason Aldean. The CHR format will include acts such as: Taylor Swift, Arianna Grande, Megan Trainor, Nick Jonas. The Rock format will include acts such as: Hozier, Imagine Dragons, The Black Keys, Fall out Boy.

Sponsorship includes:

- 6x :10 messages in each format
- 3x :05 opening billboards in each format
- 3x :05 closing billboards in each format

Sports Added-Value includes –

- NHTSA sponsored in-program Drive Summary feature within NCAA and NFL Football
- 5x :10 live sponsor mentions within NCAA College Football
- 4x :05 sponsor mentions within NCAA College Football
- Extended distribution of NCAA Football on Sirius/XM and Tunein
- 6x :10 live sponsor mentions within NFL pre-season-primetime
- 6x :05 sponsor mentions within NFL pre-season-Primetime
- 9x :10 messages in CBS Sports Flashes

Music and Entertainment Added-Value –

- 4x :10 messages in Free Beer & Hotwings Show
- 3x :10 messages in the Rick & Bubba Show
- 3x :05 messages in Big Time with Whitney Allen
- 3x :10 messages in Big Time with Whitney Allen
- 3x :10 messages in Country Countdown USA with Lon Helton
- 3x :10 messages in the Lia Radio Show
- 18x :10 sponsor reads on Westwood One 24/7 Music Formats
- 6x :10 messages in Nash Nights Live
- 3x :10 messages in 2 Hours with Matt Pinfield

- 3x :05 messages in 2 Hours with Matt Pinfield
- 3x :10 messages in Zach Sang and the Gang
- :30 voices reads by Shawn Parr with Nash Nights Live
- :30 voices reads by Zach Sang
- 3x :60 interview vignettes with Administrator – Westwood One to handle all production, editing and distribution of the vignettes at no charge
- Westwood One to make best efforts to have Country artists record NHTSA :10 PSA copy during visits to our NASH Campus in Nashville throughout the Summer
- Added-Value valued at \$787,535

### Premiere

The plan on Premiere will deliver 51,226,900 targeted impressions and 135 GRPs over the 16-day flight. This results in a 40% reach and a 3.0 frequency. The plan will use a number of networks, programs and personalities to deliver the NHTSA “Drive Sober” message. These will include:

- Accelerate
- America Network
- Breakfast Club
- CMT Live
- Fox Sports
- Momentum
- After Midnight with Cody Alan
- Ben Maller Show
- Colin Cowherd
- Elvis Duran
- John Boy & Billy
- Keith Sweat Hotel
- Steve Gorman Sports

Added-value for this plan will include the following –

- 9 voices reads at lower non-voiced rates
- Two weeks of no-charge voiced features across John Boy & Billy
- Minimum of 10% added-value across entire plan

The Holiday plan for Premiere, as in the Labor Day campaign, will be one of NHTSA’s primary radio networks, second only to Westwood One.

Major networks will include –

- Accelerate
- America Network
- Breakfast Club
- Sixx Sense
- Spectrum
- Weekend Party Network

These networks will deliver 70% of the total GRPs.

The plan on Premiere will deliver over 22.3 million impressions and account for 59 GRPs.

We again tried to include as many voiced reads as possible since a message coming directly from the talent has a big impact on listeners.

This proposal includes 10 voiced personalities at non-voiced rates –

- Cody Alan
- Ben Maller
- Breakfast Club
- Nikki Sixx
- Steve Gorman
- Fox Sports Daybreak
- JT The Brick
- Jason Smith
- GameTime Weekends
- Weekends with the Breakfast Club

The plan will carry a minimum of 10% bonus spots.

#### Performance Racing Network

The plan on PRN will deliver 15,315,000 targeted impressions that result in 41 GRPs.

Activity will be allocated as follows –

### Xfinity Series

- 3x :30 spots in the 8/19 NASCAR Xfinity race
- 2x :15 live reads in the 8/19 NASCAR Xfinity Series race – no-charge
- 2x :05 Open & Close billboards – no-charge

### NASCAR Sprint Cup Series

- 2x :30 spots in the 8/20 NASCAR Sprint Cup Series race
- 2x :15 live reads in the 8/20 NASCAR Sprint Cup Series – no-charge
- 2x :05 open & close billboards – no-charge

### Social

PRN will Tweet out special messaging supplied by NHTSA – no-charge

### Racing Country

- 6x :30 spots weekends of 8/20-21, 8/27-28, 9/3-4
- 1x :30 during each Racing Country show – no-charge
- 2x :15 live reads during each show – no-charge
- 3x :05 billboard per show no- charge

### The Pit Reporters

- 1x :30 spot on 8/17
- 1x :10 live read at the final of each show – no-charge
- 2x :05 open & close billboards on 8/17 show – no-charge

### Adlarge

The plan on Adlarge will deliver 40,121,600 impressions and deliver targeted GRPs.

The plan on Adlarge includes:

- MRN – The Voice of NASCAR
- Yahoo! Sports Radio Network
- Rotowire.com – Premier destination for fantasy sports podcasts
- “Keys to the Race” feature

MRN – The Voice of NASCAR covers Sprint Cup races, Xfinity and Camping World Truck Series races.

Yahoo! Sports Radio Network podcast with Steve Czaban is a leading sports talk radio network.

Rotowire.com is the premiere destination for fantasy sports podcasts.

“Keys to the Race” feature will be brought to you by NHTSA plus tag. The anchors of the race broadcast outline a few key points that successful racers will need to use to win that day. Sponsorship includes open and closing billboards and social extension via MRN twitter account. Calling out via Twitter when anchors are getting ready to mention the “Keys to the Race” feature sponsored by NHTSA reminding their listeners to Drive Sober.

Program <u>Element</u>	Total # of <u>Branded :30s</u>	Total # of <u>Billboards</u>	Signature Feature <u>In-Content</u>
MRN Sprint Cup	2x brand/1x voiced	2	1x “Keys of the Race”
MRN Sprint Cup	1x live in-race Content drop in Mention brand tag	1	
MRN Xfinity Series	3x brand/1x voiced	4	1x “Keys of the Race”
Camping World Truck Series	3x brand/2x voiced	4	1x “Keys of the Race”
NASCAR Programming	3x brand	6	
MRN Twitter	Throughout the Flight	92k followers	
Yahoo! Podcast	Live voiced by Steve Czaban	Pre-roll mention	
RotoWire.com Fantasy Sports Podcast	6x live reads	Pre-roll mention	

### Sun Broadcast Group

The plan on this network will deliver 22,342,400 impressions and deliver 59 targeted GRPs.

This plan will use three key networks from the Sun Broadcast Group –

- Sun Select

- Adult Blend
- SuperMix

In addition to these networks NHTSA will run on NCAA College Football with in-game positions. These games will include opening and closing billboards at no-charge.

### Compass Network

The Compass Network will deliver 16,329,000 impressions and generate 44 m18-34 GRPs over the 16day flight.

This plan will focus on the following networks –

- Big D & Bubba
- Evening Music
- Music Weekday
- Rock Weekend

Big D & Bubba cover 45% of the US and count 64 affiliates with a Country format.

Evening Music covers 63% of the US and counts 201 affiliates with Rock and Country formats.

Music Weekday covers 98% of the US and counts 640 affiliates with Rock and Country formats.

Rock Weekend covers 99% of the US and counts 509 affiliates with Rock and Oldies formats.

### Westwood One

This large plan on Westwood One will deliver over 107.5 million targeted impressions with an extremely efficient CPM of \$4.47.

The substantial added-value is summarized below –

Sports Added-Value -

NHTSA sponsored in-program Drive Summary feature within NFL Football

- 2x :10 live sponsor read in NFL Sunday Primetime Games
- 2x :10 live sponsor read in NFL Thursday Primetime Games

- Extended distribution of NFL Primetime Games on Sirius/XM, NFL AudioPass and Tunein
- 3x :10 live reads within NFL Sunday 1pm Games
- 2x :10 live reads within NFL SUSA (different games & affiliates) Sunday 1pm Games
- 3x :10 live sponsor reads within NFL Sunday 4pm Games
- 2x :10 live sponsor reads within NFL SUSA (different games & affiliates) Sunday 4pm Games
- 1x :10 live sponsor read within NCAA Basketball
- 9x :10 sponsored CBS Sports Flashes M-F 6a-10p

Westwood One Music & Entertainment Added-Value –

- 3x :10 messages in Free Beer & Hotwings Show
- 3x :10 messages in the Rick & Bubba Show
- 3x :05 messages in Big Time with Whitney Allen
- 3x :10 messages in Big Time with Whitney Allen
- 3x :10 messages in Lia Radio Show
- 3x :10 messages in Nash Nights Live
- 3x :10 messages in Zach Sang and the Gang
- :30 voiced reads by Shawn Parr with Nash Nights Live
- :30 voiced reads by Zach Sang
- 3x :60 interview vignettes with Administrator
  - Westwood One to handle all production, editing and distribution of the vignettes at no charge
- Westwood One to make best efforts to have Country artists record NHTSA :10 PSA copy during visits to their NASH Campus in Nashville
- Social media posts where available
- Bonus :30 spots where available

Value of all added-value elements totals - \$484,160

Sun Broadcast Group – General Market

The plan with the Sun Broadcast Group will use their top networks, as well as, NCAA College Football in-game spots and opening billboards. The plan will also include live reads on the “Hit List with Fitz” program.

Fitz is often described as an “emotional roller coaster,” Fitz in the Morning is renowned for being completely irreverent and hilarious one moment, then

profoundly touching the next. It's the closest thing to Oprah on the radio. Fitz's show is A family-friendly, character-based reality show. Every morning, Fitz and the gang reveal everything about their lives.

The total plan will deliver over 18.2 million impressions with a very low CPM of \$3.26.

## **HISPANIC**

### Entravision

Entravision is the largest Hispanic network in the US with a 96% coverage of the US Hispanic DMA.

The Labor Day plan on Entravision networks will generate almost 5.4 million targeted impressions and deliver 61.2 HM18-34 GRPs over the flight.

The plan on Entravision will again use the radio personality Erazno played by Oswaldo Diaz. NHTSA will be involved with his character "La Doctorcita" who answers all of the audience's health and love questions.

The plan includes 12 no-charge :30 spots in the Select network and 3 no-charge :30 spots in the Erazno program.

The Holiday plan will be very similar and deliver 4.3 million impressions and 48.4 targeted GRPs. The Holiday plan will include 10 no-charge :30 spots in the Select network as well as 3 no-charge :30 spots in the Erazno program.

### Sun Broadcast Group – Hispanic

The Sun Broadcast plan will include the following networks –

- TuSonido
- Latino Advantage
- Onda

Tu Sonido includes over 300 Spanish language affiliates to reach the NHTSA target audience.

With over 90% coverage from coast to coast, paired with top markets and an extensive reach, Tu Sonido will deliver a large number of impressions.

Latino Advantage consists of 290 high rated Spanish language radio stations covering all of the top 50 Hispanic markets in the country.

Listeners tune to the Onda network to hear their favorite bands from Juanes, Juan Luis Guerra, Reik and Shakira.

The Labor Day plan will deliver over 4 million impressions and 46 GRPs, while the Holiday plan will deliver just about the same performance.

### Univision

The plan on Univision will deliver over 4.8 million impressions to Hispanic men 18-34 years old at a CPM that is lower than what NHTSA had last year.

Univision covers 92% of all U.S. Hispanic adults with 180 stations in 67 markets.

### DIGITAL

Digital needs to play an important part in the overall media plans as the reach potential of this medium is high. The national plan will use site direct buys with high impact ad units (i.e., homepage takeovers) coupled with custom/video content. This premium tactic will be complimented with very efficient video and display plans purchased programmatically (targeting the individual, not the website) via demand-side platforms. Audio streaming will also be used with vendors such as Pandora, iHeart, Spotify, and Audio HQ.

The digital portion of the Labor Day campaign will represent 32% of the total paid media budget, or \$4.3 million dollars.

The digital plan will utilize publisher direct, custom content and programmatic buying/targeting.

### BuzzFeed

BuzzFeed will create, and run, two posts on BuzzFeed and with social content seeding. Social content seeding amplifies and accelerates content discovery across social platforms.

Below is a description of the post concepts –

“10 Lies Your Drunk Brain Tells You”

This post would highlight all of the mistakes you make after a few alcoholic beverages. It'll be lighthearted at first so it won't hit you over the face with the reality of how dangerous and dumb drunk driving is. We can end the post with statistics about DUIs and why you should start planning ahead – It's so easy to get a ride these days. IE: You're a really great dancer. Nope. Your ex totally wants to hear from you tonight. Guess again. You're totally OK to drive. WRONG!

### “10 Reasons Why You Really, Really, Really Don't Want A DUI”

Besides the fact that you can hurt someone, driving under the influence is embarrassing, expensive and not worth it. In this post, one of our talented animators will illustrate such points as:

- Your face might be printed in your local police blotter, and everyone will see it
- If you're under 21, say goodbye to your license. You're going to be asking all of your friends for rides for a long time.
- Want to go on a nice vacation? Good luck trying to save when you have to pay tons of lawyer fees.

This plan will generate 862,745 views of the posts.

### CBSSports.com

NHTSA will again present the daily Sports Minute Update. The sports minute update reviews all of the sports happenings that occurred that day, or the day before.

This effort includes the following –

- Presenting Sponsor 970x90
- Custom Skin
- :15 video pre-roll
- In-studio signage
- Audio call-outs
- Social sharing on Facebook and Twitter – 2x posts per week
- Will deliver over 5.2 million impressions

The link below is a capture from the “Click It” campaign on CBSSports.

<http://www.cbssports.com/partner/sports-minute>

Evolve Media

The plan on Evolve will run on CraveOnline that edits its site for young men. It is the # 1 male lifestyle publisher, carries exclusive and original content covering entertainment, sports, gaming, life style and music.

The plan on Craveonline will include –

- Takeovers on 8/24 & 8/31 – These takeovers will run on Crave and a network of male millennial sites
- Ad units will include –
  - Custom Reskin
  - Leaderboard
  - Half Page Ad
  - Media Rectangle
  - Skyscraper
  - Mobile Banner
- High Impact Video & ROS Roadblocks throughout the flight
- Ad units will include –
  - Video
  - Reskin
  - Banners
- Standard display including mobile
- 3.4 million added-value impressions using display

This plan will deliver over 25.8 million impressions using video, high impact and display ad units for a CPM under \$10.

### Sporting News

This plan will provide NHTSA with an animation series that previews the top 5 college football conferences in a unique video execution. Sporting News will deliver 5 videos of stats and analysis against the top 5 CFB conferences wrapped around messages from NHTSA. Here's how it will work –

Throughout the college football pre-season fans crave the latest stats and updates as often as they're able to be received. SN presents NHTSA the opportunity to surround these stats in a custom animated series. Envision SEC coach, Mike Saban, giving a football lesson to users – drawn in cartoon style. These lessons are presented in NHTSA-branded slideshow fashion, and after 5-10 slides a NHTSA message of NHTSA's choice will be featured followed by drunk driving stats in the style of the football stats.

Sponsorship elements include:

- One custom video per college conference (5x) over Labor Day weekend
- NHTSA logo featured on each slide
- NHTSA provided messaging for safety stats
- Opportunity for NHTSA to share across its own social channels

This unique plan will deliver over 5.7 million impressions over the flight.

### Defy Media

The plan of Defy will include the following –

- SMOSH Games YouTube Channel
- Defy Media Network
- Defy Media YouTube Channel
- Break.com
- Break App
- Smosh.com

### SMOSH Games YouTube Channel

This will include a sponsored episode of SMOSH Games on the SMOSH Games YouTube channel.

In this Grand Theft Auto inspired series, the SMOSH Games crew raises mayhem and has a ton of fun doing it. Each week SMOSH Games plays the online version of Grand Theft Auto V with bizarre in-game challenges like no thumbs allowed on the controllers. Between SMOSH's personality-driven humor and an immersive gameplay experience, get ready to see the world of Grand Theft Auto in a whole new light.

SMOSH Games is flipping the concept of Grand Theft SMOSH on its head for NHTSA's Drive Sober or Get Pulled Over campaign this Fall. Instead of wreaking complete and utter havoc within the world of Los Santos, the SMOSH Games players will take on the ultimate in-game challenge: complete each GTA mission by obeying EVERY traffic and safety law; completing challenges totally and completely legally. To further the storyline, players will have to do activities like go to the gym, get a haircut, and go shopping. SMOSH Games would hit the Drive Sober or Get Pulled Over messaging in the

episode's intro and throughout gameplay when they encounter reckless drunk non-player characters.

The SMOSH Games episode will deliver a minimum of 500,000 impressions.

### Video Distribution

Video distribution will be through –

- SMOSH Games YouTube channel with 5x YouTube channel takeovers
- Page Engage – Historically very strong ad unit for engagement (Expanding ad to play the video)
- Defy Media Properties & YouTube channel pre-roll – Another historically strong performing pre-roll

### High Impact Media

- Break.com homepage takeover w/video and roadblock – 1x
- Smosh.com homepage takeover w/video roadblock – 5x
- Break Mobile App with mobiblock takeovers – 2x

### Run of Network

- Standard display banners across the flight including 300x250, 728x90 & 160x600

### Added-Value

- Mobiblock takeover – 1x
- Smosh.com takeovers – 2x
- Standard display rotation – 3,000,000 impressions

The total plan on Defy will generate over 19.8 million impressions.

### **WWE.com**

The plan on WWE.com will include –

- Facebook & Twitter promotion
- Takeovers
- Pre-Roll
- Mobile

### Facebook/Twitter

The “Drive Sober” campaign will receive promotion from WWE Superstar’s Facebook and/or Twitter handles for a minimum of 4x posts.

These posts by these very popular wrestlers will deliver 5,000,000 impressions.

### Takeovers

Takeovers will run on Thursday 8/18, Wednesday 8/24, Thursday 8/25 and Thursday 9/1.

These takeovers will include –

- WWE Cross-Platform Homepage
- WWE Cross-Platform Raw Section
- WWE Smackdown Takeover

These high impact takeovers will generate 1 million impressions.

### Pre-Roll

Video pre-roll will run on the WWE YouTube page, WWE mobile platforms and on WWE.com. Companion banner ads (leaderboard & rectangle top) will run alongside pre-roll on WWE.com.

This video effort will generate 5,750,000 impressions across the flight.

### Mobile

Display media will run across all WWE platforms including WWE.com, the WWE Mobile App and mobile optimized mobile site.

This display/mobile effort will deliver 5,604,167 impressions

Overall this plan on WWE.com will deliver over 17.3 million impressions.

### **Silver Chalice**

Leveraging its relationships with conferences and schools, Campus Insiders will provide NHTSA a custom marketing program that will align brand objectives with relevant college sports content. The program will extend across 120 Sports, Campus Insiders and ACC Digital Network.

Partnership highlights include:

- Custom video content
  - “Keys to Success” – all networks
- Live talent reads
  - Promoting the “Drive Sober” message on Campus Insiders and ACC Digital Network
- Social media promotion
  - Campus Insiders and ACC Digital Network Facebook and Twitter posts promoting “Keys to Success” and “Drive Sober” messaging
- Measured Media
  - Video Pre-roll
  - Standard display

### Keys to Success

NHTSA will be aligned with Campus Insiders’ 2016 college football season previews for the top teams in college football, providing a minimum of 3x “keys to success” that each team needs in order to make it to the College Football Playoff in January.

Brand integrations will include:

- NHTSA logo within set monitors
- Custom opening & closing graphics package
- Verbal brand call-outs promoting the “Drive Sober” messaging
- 9x total videos minimum (2 minutes in length)

### Live Talent Reads

Throughout the Labor Day campaign both Campus Insiders and the ACC Digital Network will provide NHTSA with additional brand integration into relevant college sports programming.

As segments conclude talent will promote the “Drive Sober” messaging.

Brand integrations will include:

- NHTSA logo within set monitors
- Verbal brand call-outs promoting “Drive Sober” messaging
- Minimum of 5x-10x videos (1-2 minutes in length)

This plan will deliver over 6.4 million impressions.

## **The Chive**

The Chive, a humor site, has 7.9 million men 18-34 unique monthly visitors making this a very large site.

Men 18-34 make up the majority of its audience.

This plan will include –

- high impact media
- display
- video

For the high impact portion of the plan NHTSA will receive 3x multi-platform homepage takeovers generating 18.9 million impressions.

The display plan will use a mobile web top rectangle (top of the page) audience targeted to men 18-34, plus a leaderboard and medium rectangle above the fold. Also included will be a mobile interstitial (320x480) and a mobile banner. This display activity will deliver 26.5 million impressions.

NHTSA will also receive :15 video pre-roll that will deliver 3.5 million impressions.

Added-value will come in the form of 2x addition homepage takeovers that should generate an additional 12.6 million impressions. The value of these two homepage takeovers is \$67,000.

## **Twitter**

The plan on Twitter will use the proven advertising units of –

- Convo Ads – Image & Video
- Video – Standard & Pre0roll

Convo ads take increasing brand engagement a step further vs. Promoted Tweets and campaign hashtags a step further by including call to action buttons with customizable hashtags that encourage engagement. This has proved very successful for NHTSA in previous campaigns. When a call to action button is tapped, the Tweet composer opens with a pre-populated brand message accompanied by the creative and hashtag buttons. The consumer can then personalize the Tweet and share it with his followers.

The Convo image and video part of the plan will deliver 797,250 engagements/views over the flight.

The remainder of the plan will run video that will deliver over 1 million views.

Targeting will be based on Behaviors, Handles, TV and Keywords.

Behaviors –

- Alcohol beverage buyers for beer, wine & spirits
- Lifestyle: Sportsmen

Handles –

- @SportsNation
- @NBA
- @ESPN
- @Nflnetwork
- @jtimberlake
- @wizkhalifa

TV –

- SportsCenter
- College Football
- College Basketball

Keywords –

- #DriveSober
- #buzzed
- #hungover
- #LaborDay
- #LaborDayWeekend
- #Or GetPulledOver
- #drinking
- #Drunkdriving
- #imBuzzed
- #tipsy
- #drunk
- #imdrunk
- #swerving

## Programmatic

Programmatic simply means the buys are automated, but most importantly, follow the individual target member vs. using a specific site.

The programmatic buy is used to give the plan “tonnage” in terms of impressions delivered via display and video. The efficiency of the programmatic buy allows NHTSA to participate in the publisher direct buys that use high impact units such as homepage takeovers.

In addition to the programmatic display and video buys NHTSA will also utilize audio streaming as well.

This programmatic/streaming buy will deliver over 306 million targeted impressions for the Labor Day plan with just a \$6.98 CPM.

## Video

The video portion of the plan will deliver over 95 million impressions with a combination of programmatic television, desktop and mobile video.

The mobile video will be full screen and user initiated so waste will be kept to a minimum,

This video plan will be directed to the general market as well as to the Spanish speaking market.

## Display

Display will be used to generate the greatest number of impressions among the display, video and streaming plans, but will use just less than 12% of the budget.

The display plan will allocate 25% of total impressions, or 29.3 million to the Midlife Motorcyclist older target.

This plan will reach the general market as well as the Spanish speaking market.

## Streaming

The audio streaming portion of the plan will run, for the most part, with NHTSA long term partners Pandora and iHeart. To a smaller extent NHTSA will run with TargetSpot, and as part of the plan, use Sports related podcasts. Podcasts are downloadable audio content on specific topics that carry advertising embedded in them. Sports is a genre that is of great interest to many young men when they download podcasts.

The streaming portion of the plan will deliver 94.4 million impressions.

### Summary

In summary the streaming/programmatic buy breaks out as follows –

	<u>IMPs (000)</u>	<u>% of Budget</u>
Streaming	94,408	41.6
Video	95,028	46.7
Display	117,262	11.7

### **Facebook/Instagram**

This option recommends the use of Facebook & Instagram, and will be paid for by reducing the programmatic buy by the \$200k budget.

This is being presented as a separate option due to the fact that the agency will need to be granted “advertiser access” in order to place this. If that is not possible then we will go with the first recommendation.

Based on the information included in the media work plan we know that Facebook can deliver a large reach potential to our young male audience.

This plan would utilize video and static images.

We can hyper-target much like the programmatic plan does and reach for example –

- Blue Collar workers
- Affinity to domestic beer brands
- Affinity to alcoholic brands
- Purchase behavior –
  - Purchase alcoholic beverages

In addition to the targeting above NHTSA can also target to elements of the overall media plan. For example, NHTSA can use Facebook to target fans of WWE Raw on Monday nights when the program is on, and target fans of websites such as BuzzFeed and/or ESPN.

Through this kind of targeting NHTSA can extend its reach off of the programmatic digital plan base.

All ad units will be executed as native placements, so consumers will see ads within their news feed. This makes it look more organic, and not look like an ad. This native approach enjoys higher engagement levels.

In order to execute this plan on Facebook and Instagram we will need advertiser access within Facebook. This level of access allows us only to run ads from your page. We will not have the ability to post, change information, respond to consumers, or make any changes to the page.

For this first foray into paid advertising with Facebook/Instagram we are recommending a budget of \$200,000.

We recommend placing 70% of the budget on Facebook (\$140k) and 30% on Instagram (\$60k).

The Facebook plan will reach an estimated 7.3 million targeted individuals and the Instagram plan will reach an estimated 4.7 million targeted individuals.